

A Custom Technology Adoption Profile Commissioned By Dell | November 2016

# Redefine Your Workforce Enablement Through Productivity

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# Redefine Your Workforce Enablement Through Productivity

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## Understanding The Influence Of Information Workers Today

Millennials are reshaping the world of work through their knowledge of new technologies, work habits, and attitudes of the 21st-century workplace. At the same time, IT departments are working to add flexibility to the way they are supporting the Millennial worker. Yet it's not just about IT providing the right tools and devices to its employees so they can get their jobs done effectively; IT needs to offer an overall workplace ecosystem that is secure and innovative. However, there are worrying gaps between what IT provides and what the different types of workers need.

In September 2016, Dell commissioned Forrester Consulting to conduct a study with 560 information workers across all industries in Australia, India, the UK, and the US. All respondents had key working habits when doing their job and were classified into five personas.



### Country

- › Australia: **25%**
- › India: **25%**
- › UK: **25%**
- › US: **25%**



### Employee Size

- › 1,000 to 4,999: **34%**
- › 5,000 to 19,999: **29%**
- › 20,000 or more: **37%**



### Type of worker

- › Mobility worker: **17%**
- › Desk-centric worker: **39%**
- › Creative worker: **15%**
- › Field worker: **15%**
- › Engineer: **14%**



### Type of organization

- › Regional: **15%**
- › Multinational: **85%**

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### Employees Are Working Outside Of Company Offices More Often And Use A Variety Of Devices

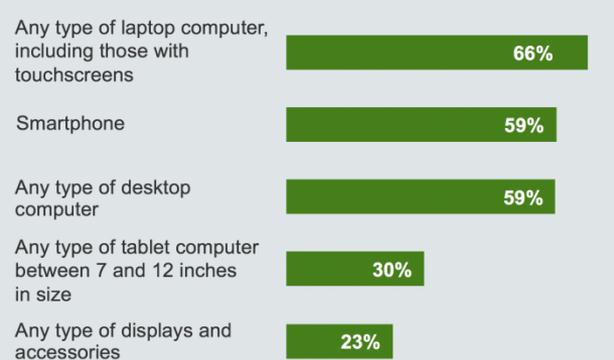
Today, the digitization of the workplace is fuelling information workers to work anytime and anywhere. Although the survey revealed that the majority of employees are working from their company's office (55%), they're also working in a variety of places such as a regional branch (36%) or their home office (18%). As technology progresses at rapid speeds, each successive wave has introduced more complexity to the organization's value chain. How? Information workers have become increasingly tech savvy and self empowered, and they own an assortment of laptops, smartphones, and tablets that exceed the capabilities of what corporate IT can provide and support.

#### How often do you work in your job from the following locations? (Select all that apply) – Showing top 5 only



Base: 560 information workers across all verticals in the US, the UK, India, and Australia  
Source: A commissioned study conducted by Forrester Consulting on behalf of Dell, September 2016

#### Which of the following devices do you use for work purposes? (Select all that apply) – Showing top 5 only



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## Businesses Are Failing To Deliver Against Millennial Demands

The rise of Millennials in the workforce, increasing employee demand for technology flexibility, and a focus on improving employee experience continue to disrupt traditional business models. According to the survey results, organizations are missing key workforce technology strategies; that is, they don't understand how to support employees to become truly engaged and productive. In the digital age, "customer-oriented" organizations must rethink how to deliver technology to the people who drive the business and interact with customers.

But only 34% of workers feel empowered to solve their own problems and challenges at work based on the devices they have at their disposal. In fact, employees are being left sorely disappointed by the very IT teams that are meant to empower and unlock productivity. Only 33% of respondents said they believe IT is able to resolve an issue with the device once it arises, and only 33% of employees are satisfied with IT's ability to provide the devices needed for work.

### How much do you agree with the following statements about technology and work? ("Strongly agree" only)

I feel empowered to solve problems and challenges at work based on the devices I have at my disposal	34%
When device issues occur, IT is able to resolve the problem	33%
I am satisfied with my organization's ability to provide the devices/tools needed for work	33%
Information delivered is optimized across all the devices I use	26%
IT has the ability to consistently refresh devices/tools	25%
IT is more focused on lowering operational costs than improving processes for employees	24%
The workspace and meeting rooms are outdated/substandard	23%
I'm unhappy with how my devices blur the line between my work and personal life	17%

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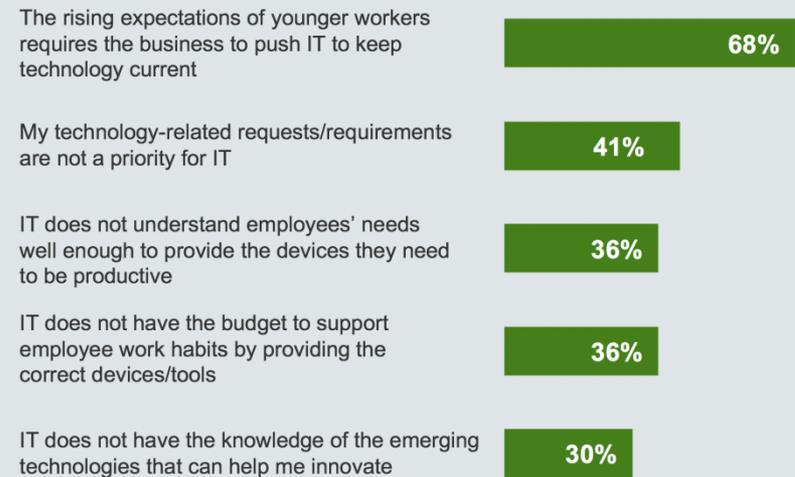
## Confidence In IT Ought To Be Re-Established

In order to keep pace with the growth of business mobility without falling prey to its potential risks, IT must efficiently and effectively address complex issues such as procuring devices for specific roles, supporting employee habits, and requiring a tightknit security process. The survey reveals that employee perception of IT isn't very good — it's actually quite bad.

Millennials expect to have access to products they're accustomed to in their personal lives and embrace new technologies in the workplace rapidly. Sixty-eight percent said the expectations of the younger workers are pushing IT to keep technology current, but there is a palpable gap between what employees are demanding and how IT responds to them. Forty-one percent of survey respondents said that technology-related requests are not a priority for IT.

Worryingly, over a third of respondents said that IT doesn't understand employees' needs well enough to provide the devices they need to be productive (36%), and IT does not have the knowledge of the emerging technologies that can help its employees to innovate (30%).

### How much do you agree with the following statements about your perception of IT? (Strongly agree" and "agree")



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## IT Lacks An Understanding Of Worker Needs

As the perception of IT dwindles, employees face technical challenges that hurt their performance at work. To engage with customers, organizations must shift by transforming employee tools and processes so their workers can be more productive and engage customers in their mobile moments. Not all employees use the same apps or require the same devices, and understanding the different mobility needs for each type of worker is critical for success.

But the survey revealed that different types of workers are faced with too many log-in requests (32% of mobility workers, 28% of desk-centric workers, 29% of creative workers, 30% of engineers, and 23% of field workers).

In fact, creative workers (27%) and engineers (26%), who are traditionally out in the field, are having to transfer files from one device to another in order to complete tasks. We also learned that legacy systems, devices, and tools affect workers' ability to perform effectively, namely engineers (26%) and desk-centric workers (23%).

**Mobility worker:** Workers who move frequently from place to place or work in a standing position in remote locations at least 50% of the time

**Desk-centric:** Workers at a desk on company-owned facilities at least 50% of the time

**Creative worker:** Workers who do not need systems that stand between them and imagination

**Engineer:** Workers who build intellectual property and do research on complex situations

**Field worker:** Field technicians, those who work in outdoor research, emergency services, etc.

Please indicate what activities affect your ability to perform effectively. (Select all that apply)

	Mobility worker	Desk-centric worker	Creative worker	Engineer	Field worker
Too many log-in requests	●	●	●	●	●
Too many applications	◐	◐	◐	◐	◐
Restrictive ecosystems inhibits ability to download apps	◐	◐	◐	●	◐
Complete tasks by transferring files from one device to another	◐	◐	●	●	◐
Poor workplace utilities	◐	◐	◐	◐	◐
Inadequate meeting room technology	◐	◐	●	◐	◐
Accessories and peripherals issues	◐	◐	◐	◐	◐
Inflexible IT policies	◐	◐	◐	●	◐
Legacy systems/devices/tools	◐	◐	◐	●	◐
The lack of digital signage capabilities	○	○	◐	◐	○
The physical layout of the workspace	◐	◐	○	◐	○

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## IT Is Too Slow To Respond To Worker Requirements

With the phenomenon of digitization reaching an inflection point, the effects of an increasingly digitized world are now reaching into every corner of our lives, including work. As digital technology continues to expand its influence, tailoring devices to different types of workers is quickly becoming critical to organizational success. However, the survey reveals that when employees make device-related requests to IT, they take too long to procure the devices specific to a role such as a creative worker (37%) or engineer (30%).

In fact, the lack of customization of devices tailored for a role hampers engineers (33%), creative workers (29%), and field workers (26%). And when the right device is procured for a specific role, 22% of mobility workers said they receive no or minimal training.



### What do you feel are the main challenges you have, if any, when making device related requests to IT? (Select all that apply)

	Mobility worker	Desk-centric worker	Creative worker	Engineer	Field worker
IT doesn't officially support the device I have	25%	10%	25%	25%	25%
The workspace/ecosystem doesn't support my device	25%	50%	25%	50%	25%
The accessories provided by the organization in the workplace	50%	25%	100%	25%	25%
The customization of devices tailored for my role	25%	50%	100%	100%	100%
IT takes too long to implement / procure a device specific for my role	100%	100%	100%	100%	25%
Unable to access information I need on my device for my work	25%	50%	50%	25%	25%
The right project and task management tools	50%	25%	25%	100%	25%
No or minimal training on new devices	25%	50%	25%	25%	25%
Poor integration of devices/tools with business applications	25%	50%	100%	25%	25%
A device, peripheral, equipment or app that is specific to my role	25%	25%	25%	25%	25%
Reporting tools that are critical to my job	25%	25%	25%	25%	25%

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## Employees Avoid IT To Solve Problems Themselves

To understand the friction or lack of alignment between employees and IT, the survey revealed that when employees have work-related issues with their device, all types of workers are inclined to solve the problem on their own before asking for help. Fifty-eight percent of desk-centric workers said they do this, along with 56% of engineers and 45% of mobility workers.

When employees do leverage IT support, their productivity is hindered, particularly mobility workers (33%) and creative workers (35%) who have to request a service through a portal.

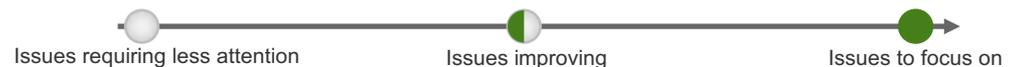
Most worrying is that employees would rather ask a colleague to help because they don't think IT can help with their issue. Mobility workers (26%), engineers (23%), and field workers (23%) all faced this issue.

Engineers are usually associated with powerful workstations, not mobile devices. We see that there is a significant disconnect between what these employees expect from IT and how the employees go about resolving issues.

**Thinking about your most recent work-related issue with your device, what did you do to resolve the problem? (Select all that apply)**

	Mobility worker	Desk-centric worker	Creative worker	Engineer	Field worker
I try solving the problem on my own before asking for help	<input type="radio"/>				
Unsure who or how to contact my IT department for support	<input checked="" type="radio"/>				
I carry on using the device because my previous experience with IT was unsatisfactory	<input checked="" type="radio"/>				
I ask a colleague to help as I didn't think IT could help	<input checked="" type="radio"/>				
I located an external source to help me with my problem	<input checked="" type="radio"/>				
A colleague suggested an external source instead of IT	<input checked="" type="radio"/>				
I didn't think IT could solve the problem in time/quickly enough	<input checked="" type="radio"/>				
My company's policy states that for certain problems, I should seek external help before contacting IT	<input checked="" type="radio"/>				
I log in a service request through a portal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
It takes too much time to walk to the IT support area	<input checked="" type="radio"/>				

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## Businesses Customize Devices To Promote Productivity

Today's devices and tools greatly expand an employee's capacity to engage, transact, and produce work anywhere, anytime. It comes as no surprise that 32% of survey respondents said they are more productive in their role by having a specific device or ecosystem. In fact, 31% said that having a specific device or ecosystem is necessary to do their job.

Allowing employees to use devices or ecosystems tailored to their role can also save costs when coupled with the right infrastructure and policies.

Device and ecosystem support must be strategically designed to ensure that IT is not unduly burdened with hardware and device onboarding issues. Therefore, the software provided on the device must be up to date and recommended by the organization (26%).



### How much do you agree with the following statements about using devices/tools for work? ("Strongly agree" only – Top 5)



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## Tailored Devices Boost Workforce Dynamics

As the workforce changes, Millennials have become the largest generation in the workforce. Together, changing work styles and emerging technologies breed immense expectations. Eighty-two percent said that by tailoring devices and ecosystems, employees will increase efficiency and productivity. Enabling your workforce also improves employee experience (80%) and decision making (75%) and helps you make quicker business decisions (75%). As digital disrupts every part of the business model, organizations must enable their employees by using multiple but equitable workforce engagement tools to boost productivity, enhance employee experience, and make quicker decisions.

Organizations must also strategize their workforce enablement plans by supporting their employees better. By supporting employee work habits, 33% said they improve customer services. Twenty-six percent said they see lower operational costs, and 23% see better brand awareness by being omnipresent and providing regular updates to customers.

### What level of benefit, if any, do you believe a tailored device and ecosystem would have on your work productivity? ("Major" and "moderate" benefit) Top 5 only



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### What has your firm achieved over the past 12 months in supporting your work habits? (Select all that apply) Top 5 only



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## Level Up Your Security Solutions

With the onslaught of data breaches in recent years, it is paramount for employees to understand what to do if there is a security breach on their device (76% say they do). However, security leaders need to balance the requirements of their digital workforce with the need to protect corporate data.

The survey revealed that the policies that IT departments have put in place are too restrictive, preventing workers from performing tasks (39%). Workers are reacting to this by bypassing security controls on their devices to get the apps and tools they need (31%).

IT should thus consider more sophisticated solutions; when the guidelines for devices, services, and applications mirror the way people work, workers won't need to go around the restrictive policies to get their work done, especially since 74% agree that when an issue with a device occurs, IT is able to resolve the problem satisfactorily.

*Creative workers (46%) and engineers (43%) are more likely to bypass security controls to get their work done. Employees who violate policies usually do so to be more productive. IT must therefore create policies based on employees needs.*



### How much do you agree with the following statements about the security protocols devices you use for work? (Showing "strongly agree" or "agree" only)



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## Arm Your Business With The Right Tools To Support Workforce Habits

Technology is transforming how we do our jobs, and employees expect the business to accommodate their work habits.

- › **Companies must identify roles and profiles and support their needs.** Not every employee will require the same devices to get their jobs done efficiently and effectively. It is paramount for organizations to seek out specific devices to enable different worker personas.
- › **IT must become a trusted partner to keep security top of mind.** Employees showed a lack of trust toward IT when facing an issue with their device or ecosystem. It is imperative for IT to become part of the solution and not the problem; otherwise, workers will find ways to go around security policies and fix problems on their own, putting the firm at even more risk.
- › **Employees require a more complete ecosystem.** Employees need not only devices to get their jobs done effectively but an entire ecosystem as well. Without this, businesses will fall further behind in a fiercely competitive market and lose employees to businesses that will enable and empower them.

### ABOUT FORRESTER CONSULTING

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### METHODOLOGY

This Technology Adoption Profile was commissioned by Dell. The custom survey questions were fielded to 560 information workers across all verticals in the US, the UK, India, and Australia.

The custom survey was completed in September 2016. For more information on Forrester's data panel and Tech Industry Consulting services, visit [Forrester.com](http://Forrester.com)

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